

BROADCAST BUY

Station	Show	# Days	Spots	Rating s	Cost per	Total cost	GRP s
WKRC	The Early Show - 7am	13	2	2	\$800	\$20,800	52
WKRC	The Early Show - SAT	3	1	1.5	\$750	\$2,250	4.5
WKRC	Early News Local - 5:30	12	1	3.5	\$1,800	\$21,600	42
WKRC	Noon News	13	1	2.9	\$1,500	\$19,500	37.7
						\$64,150	

63850